



# HOT TOPIC

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## HIGHMARK AND HEALTHNOW NEW YORK ANNOUNCE AFFILIATION AGREEMENT

Highmark Inc. and HealthNow New York Inc. today announced an agreement to affiliate, marking a key milestone in plans to bring together the two not-for-profit Blue Cross Blue Shield health insurance plans to better serve the communities of Western and Northeastern New York, as well as Highmark's Pennsylvania, Delaware and West Virginia regions.

“The objectives driving this affiliation are focused on our shared desire for better health solutions for HealthNow members that can increase customer and clinician engagement, create better health outcomes, manage costs and improve affordability,” said David Holmberg, chairman of Highmark. “This affiliation will also enable HealthNow to take advantage of Highmark’s resources, tools and advanced technologies.”

Read the full press release [HERE](#).